

SEC91

**From:** Rod McLeod <rod@kik.com>  
**Sent:** Wednesday, May 24, 2017 12:56 PM  
**To:** Jake Brukhman <jake@coinfund.io>  
**Cc:** Uriel Peled <uriel@cointree.capital>; Ory Band <ory.band@kik.com>; Tanner Philp <tanner.philp@kik.com>; Ted Livingston <ted@kik.com>; Peter Heinke <peter@kik.com>; Dany Fishel <dany@kik.com>; erin <erin@kik.com>; Oded Noam <oded@cointree.capital>; alex@coinfund.io; eran@kik.com; Ilan Leibovich <ilan@kik.com>; jairaj.sethi@kik.com <jairaj@kik.com>; Ashley Goldstein <ashley.goldstein@kik.com>  
**Subject:** Re: Community management responsibilities

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Makes sense. Ashley will be sending over details for tomorrow in a bit.

On Wed, May 24, 2017 at 2:05 PM, Jake Brukhman <jake@coinfund.io> wrote:

Thanks Uriel, sounds good.

Can we make sure to:

1. Get clear guidelines from Kik's legal team about what is and is not off limits to talk about with respect to the sale and investments?
2. Let everyone know where the FAQ documents are going to be, so everyone can reference them when needed?

Thanks,  
Jake

On May 24, 2017, at 1:10 PM, Uriel Peled <uriel@cointree.capital> wrote:

Hi all, after discussing with Dany we would like to propose the following responsibilities:

We would like to divide into two time zones, 3 topic categories and 2 tier support (tier1 = direct answer to community, tier2 = internal help with Q&A for which we have the internal slack group "crypto-faq").

Tel Aviv:

Product & technology:

Tier1 - Uriel, Ori

Tier2 - Oded, Ilan, Jairaj

Marketing & Kik product:

Tier1 - Uriel, Ori

Tier2 - Eran, Jairaj

Foundation, sale structure & allocation:

Tier1 - Uriel, Ori

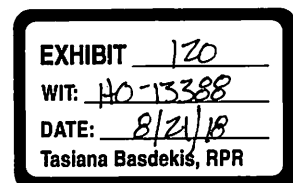
Tier2 - Dany

NYC:

Product & technology:

Tier1 - Tanner, Jake

Tier2 - Alex



Marketing & Kik product:

Tier1 - Tanner, Jake, Rod

Tier2 - Erin

Foundation, sale structure & allocation:

Tier1 - Tanner, Jake

Tier2 - Ted, Peter

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Key guidelines:

- Be very cautious about answering anything related to investments.
- Be very cautious about answering anything currently not in the white paper.

Let me know if any feedback on the above.

@Tanner, @Jake lets sync before announcement on this?

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Best!

Uriel

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Jake Brukman  
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[REDACTED]

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**CoinFund**

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(Blockchain technology research &  
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